

Spring 2000
Volume I, Issue 4

Much like the wind, clouds, snow and rain, *WideOpen* will be randomly sent out in a timeless, unscheduled manner.

- 3** **Marketing & Delivering the Invisible**
- 5** **Resources for Outdoor Programs**
- 6** **Navy Outdoor Recreation Master Plan**
- 12** **Rock Climbing Policy Approved**
- 16** **Outdoor Retailer & Effective Buying Training Report**
- 18** **Sea Kayak Training Grants**
- 20** **Outdoor Products Market On The Up-swing**

WideOpen is a publication of the Navy's Morale, Welfare & Recreation Division (PERS-659). Contents of *WideOpen* are not necessarily the official view of the US Government, the Department of Defense or the Department of the Navy. Any opinions or recommendations by an author cited herein are the author's and are not endorsed or recommended by the US Government, the Department of Defense or the Department of the Navy. Neither the Navy nor any other part of the Federal Government officially endorses any company, sponsor, or their products or services mentioned herein. Send comments, & submissions to:

Ed Dunning
Navy Personnel Command
MWR Division-659
5720 Integrity Drive
Millington, TN 38055-6590
(901) 874-6694
Ed.Dunning@persnet.navy.mil

WideOpen

WO is a publication for Navy MWR Outdoor Recreation Professionals



Pam Crespi, Head, Community Support Branch Head, pre-launch. At the Regional Outdoor Adventure Center, Dam Neck. Captain Carl Albury photo.

LAUNCH INTO THE VOID

Ed Dunning

Changes are tough and require passion, energy and work. This issue of *WideOpen* is focused on change. Changes we instigate require risk in both our personal life and in our jobs. The same risk involves exploration into the unknown with all of its mistakes, accidents, failures, and rewards. When we risk changing what we do and how we do it we create a challenge to overcome barriers, which provides an opportunity for growth, just like the adventure activities we participate in and promote. Prior to accepting any challenge and risk we also need to accept the outcome of our actions and be prepared to accept the consequences as well as the credit. To further develop Navy Outdoor Recreation requires that we face all barriers, opposition, and the future we create. If we believe in our work, and in our play, we live and we risk.

Our jobs are like skiing. Usually free skiing, as opposed to teaching skiing, is more fun than any type of work. But I have to admit there were times I had wished I had been working. Any day at work is better than even one hour at the ski patrol, doctor's office, or hospital. Sometimes we get beat up, but to be successful we need to endure and keep trying. To be a good skier you need to go out in, and ski in, varying snow conditions, slopes, weather, and terrain, and make many, many mistakes. You need to have the ability and desire to repeatedly survive uncontrollable falls, get slammed and compressed, and endure the physical discomfort of severe weather. Like anything else, to expertly ski, is to persist, get up, learn from and shake off mistakes, heal, figure out what went wrong, and make adjustments not excuses. If possible get expert advice or instruction, and then attack the problem again. Mistakes are sometimes the necessary result of trying something new. We don't want to make mistakes, but they are superb catalysts for learning. We can never remain unbeaten if we want to develop and advance our level of competence.

Continued on Page 2

LAUNCH INTO THE VOID *Continued*

Who wants to ski on the bunny hill their entire life? It is better to risk the embarrassment of failure than to languish on the comfortable slope of mediocrity. In our pursuit for adventure and in the workplace we will make mistakes, but we must not make fatal mistakes. Improvement means risk, failure, and growth.

The future is a void. Do you want to put tracks on the slope below? Answer these questions. What are my skills and abilities? If I need it, can anyone help me? What is the worst case scenario? Questions answered? Visualize the line. Take a deep breath, commit, and launch into the void.



Hiking, Na Pali Coast, Kauai, Pearl Harbor LIBERTY program,
Dan "Kalalua" Gray photo

NATIONAL TRAILS DAY

June 3, 2000

American Hiking Society

WHAT IS NATIONAL TRAILS DAY?

Every first Saturday in June, over one million hikers, bikers, equestrians, and motorized trail users flock to their favorite trails to discover, learn about and celebrate trails at National Trails Day. At over 2,000 events nationwide, National Trails day — the only national celebration of America's trails — hosts a variety of events including new trail dedications, workshops, educational exhibits, equestrian and mountain bike rides, boat paddling, rollerblading, trail maintenance and hikes on America's favorite trails.

WHAT ARE THE GOALS OF NATIONAL TRAILS DAY?

Promote public awareness of and appreciation for America's trails.
Build partnerships among trail groups, businesses, and public land managers.
Broaden the constituency for trails.
Encourage cooperative efforts among different trail users, including hikers, bicyclists, equestrians, walkers, runners and anyone else who enjoys being on the trail.

WHAT TYPES OF ACTIVITIES ARE MOST OFTEN INCLUDED IN NATIONAL TRAILS DAY EVENTS?

Trail building or maintenance work
Trail opening or dedication
A hike, walk, ride, run or paddle
A trail fair, conference or education program

HOW CAN I GET INVOLVED IN NATIONAL TRAILS DAY?

If you are interested in organizing an event, contact your local hiking club or retailer, or contact American Hiking Society at (301) 565-6704 ext. 206 or ntd@americanhiking.org.

Reprinted with the permission of American Hiking Society.

MARKETING AND DELIVERING THE INVISIBLE

Tim Warren, Adventure Business Consultants

Have you ever wondered, "How effective is my marketing?" Are you spending money to get "the word out," yet your sales aren't what you would like? Many in our industry overlook the foundation of what business we are in. This is a service industry. We are selling and providing an invisible experience.

This emphasis on getting promotions "outside" causes you to overlook the "inside" and the foundation of marketing a service: the service itself.

Our participants or guests should go home with increased skills, fond memories, unique experiences, and feelings of rejuvenation. This will lead them to enthusiastically share with family members and associates the magic of how wonderful your company is. Word of mouth and repeat business is the most cost-effective and the easiest avenue to continually make more money and expand your business.

Harry Beckwith, author of *Selling the Invisible*, says it best: "First before you write an ad, rent a list, dash off a press release - fix your service."

Careful research and analysis has led to the creation of the following nine principles. They are the foundation of customer service for our outdoor industry. Think about how your guests experience your operation. Focus on improving these principles and never compromise them.

THE NINE PRINCIPLES OF CUSTOMER SERVICE FOR THE ADVENTURE TRAVEL INDUSTRY™

1. Be a Good Listener - First and foremost, listen to your customers' concerns and complaints, as well as their praise. Discover what it is they want. Your guests are your best source of information in assessing your services and performance. Help them qualify themselves before signing up. Make sure they understand the rigors, responsibilities, and dangers, as well as the level of exertion, entailed in the experiences you offer.

2. Exceed Expectations - Under-promise and over-deliver on a consistent basis with exceptional service. This is what they'll remember and tell their friends about.

3. Practice Safety - Clients want to know the activities they are about to do or surroundings they are in, are safe and their welfare is always being monitored. They will feel more at ease during real or perceived

risks if they have been educated about their new activity or environment in advance. Advise on plant, animal and natural resource cautions. Let them know that there is generally nothing to worry about if they respect the environment and heed your advice. Brief guests on your safety procedures for any excursions without staff away from home base.

4. Provide Great Food - Guests must eat well, never be hungry, and have adequate water and drinks. Fresh food with ample portions served at a scheduled time can make any adventure more memorable and satisfying.

5. Everyone Needs Sleep - Guests need and want comfortable and peaceful sleep. Make sure everyone is comfortable with their bedding. Cater to individual needs by offering single accommodations. Charging an extra cost is okay. Provide easy access to bathrooms with safety procedures for nighttime use. Separate late evening social areas from sleep areas by distance and/or trees or a hill. Hand out earplugs if necessary.

6. Think Comfort - Provide American standards when possible. Bathroom breaks and bathing are important on a regular basis. Give people every opportunity for comfort: hammocks, beach chairs, portable toilets, whatever you can provide. Make sure everyone has adequate water, as well as appropriate clothing and footwear.

7. Be Sensitive to Capabilities - Never exceed physical or mental capacities of guests. Always ask groups and individuals if they are comfortable with the activity and exertion level before and during the activity. Be sensitive to the slowest as well as strongest in the group. Splitting the group into two smaller groups is a good option. Rest as needed.

8. Be Fun - Be friendly, helpful, courteous, and fun! Make sure your staff is there for the guests and not for themselves. Good storytellers, jokesters, and musicians can distinguish your staff and company from other companies. Be sensitive with humor and with families with kids. If you cater to kids, employ staff that loves kids. Guests sometimes need encouragement or guidance to try an activity. You are the guide and activity director combined. Discuss activities or mini-classes in advance so that guests will know what is happening and when.

Continued on Page 4

IT'S OUR CHOICE

Commander Dale Parker, NPC PERS-6 Chaplain

"Gentlemen, the enemy stands behind his entrenchment's, armed to the teeth. We must attack him and win, or else perish. Nobody must think of getting through any other way. If you don't like this, you may resign and go home."

Frederick the Great: To his officers before the battle of Leuthen, 5 December 1757 (taken from *Dictionary of Military and Naval Quotations* by Robert Debs Heinl, Jr., United States Naval Institute, Annapolis, Maryland 1966)

Life often presents choices, *none* of which seems attractive. A decision has to be made. Indifference or indecision is over. Our "enemy" has compromised and/or defeated us time and time again. We long for an easier, less costly way to overcome the threat but there isn't one. Our adversary is entrenched and that perception or reality has led to discouragement. We coddle that habit, weakness, sin or attitude and it continues to rob us of the peace and dignity that comes with *doing right*. We will never *feel* like charging anything that contains risk, but we know life must not and *cannot* go on as it is. Our conscience hasn't yet died. God has given us but so many days to *command* our actions based on truth rather than sentimentality or emotion. It is time to attack that insidious "enemy", cut to the chase and say "I will attack and win." There is no gain without loss. I am ready for that. To walk away like an enslaved victim and just "...resign and go home" leaves the spirit destitute and forever ashamed. There is a decisive time to face that moment of truth about all we "*plan to do and be someday*," lay aside all the excuses and get into the fight to win. The cost of indecision is greater than the risk of boldly taking control. There is experience and a sense of valor in *fighting* the battle. Even if it takes several charges, victory comes to the diligent who learn how to profit from defeat, regroup, step out in faith and take command of his or her behavior. The spark that rekindles our *life* may be the very daring act of *picking up our "sword"* and being so fed up with our "status quo" we charge that entrenched enemy "hell bent for leather" not to die having never lived (the way we could've and should've).

MARKETING AND DELIVERING THE INVISIBLE *Continued*

9. Provide Information - An informed guest is safer and more relaxed, and has more fun. Our guests are educated and want to learn about their new environment. Assume that guests know little or nothing about their surroundings. Look for opportunities to provide a minimum of three details about each type of surrounding element during any outing. For example: names of and information about plants, animals and habitats, birds, trees, rocks, geological formations, fish, marine mammals, and shells. Include information about local culture, economy, and history, too. The more we can share, the more value we are providing our guests.

Like businesses I know and have worked with, you, too, will experience more repeat clients and referrals by applying these details of great customer service. Your business, in time, will prosper like never before!

Tim Warren, from Northern California, is an adventurer, business consultant and project manager specializing in sales, marketing, management, and operations for the adventure travel and outdoor recreation industry. He can be reached at Adventure Business Consultants, 11055 Dell Ave., Forestville, CA 95436. Phone: 707-887-2909, Fax: 707-887-0866, E-mail: Timsells4U@aol.com. www.AdventureBizSuccess.com

Reprinted with the permission of Tim Warren.



RESOURCES FOR ESTABLISHING AND ENHANCING YOUR OUTDOOR RECREATION PROGRAM

Rick Harwell, Clemson University and President of the Association of Outdoor Recreation & Education

Many of you heard my presentation at the recent International Conference on Outdoor Recreation & Education, held last November in Jackson, Wyoming. I wanted to write a brief follow-up and provide a few additional references that you may find useful. As you might recall, my presentation was based on a book entitled, Leadership & Administration of Outdoor Pursuits, second edition, (ISBN # 0-910251-60-6) by Phyllis Ford & Jim Blanchard. I also have, for those of you unable to attend, a copy of my powerpoint presentation that I would be happy to send you. You can use the information provided below to contact me. This text is available from Venture Publishing for \$33.95 by calling 814.234.4561.

Several other resources that you might find useful include a book on processing outdoor experiences entitled, Processing the Experience: Strategies to Enhance & Generalize Learning, (ISBN # 0-7872-1000-5) by John Luckner & Reldan Nadler. As I mentioned in Jackson, I feel that we can really tie participation in outdoor recreation activities back to participant's work and personal life through the art of processing. Luckner & Nadler provide practical methods, and techniques for various type of processing. This text is available from Kendall Hunt Publishing for \$36.95, by calling 800.772.9165.

From the Association of Experiential Education, you may want to consider, Administrative Practices in Adventure Programs, (ISBN # 0-536-00928-7) by Michael Gass. This book provides guidelines from several AEE accredited outdoor programs including information on risk management plans, staffing, transportation, land skills, water skills, and environmental, emergency & cultural skills. This text is available from the AEE for \$70.00, by calling 303.440.8844.

Another resource that you might want to check out is a publication from Human Kinetics entitled, Outdoor Recreation Safety, (ISBN # 0-87322-944-4) edited by Neil Dougherty. This text provides safety guidelines for a broad range of outdoor recreation activities including hiking, camping, water activities, mountain biking, sailing, and many others. In addition there are sections on safety, risk management, and man-

aging medical emergencies. This text is available from Human Kinetics Publishing for \$35.00, by calling 800.747.4457.

Last, Venture Publishing has just released Adventure Programming, (ISBN # 1-892132-09-5) edited by Simon Priest and John Miles. This revised edition of Adventure Education (1991) brings together the current ideas of many practitioners of adventure programming to reveal the most recent information in the field and provides insight into every aspect of this profession. Including 61 chapters and some 500 pages, this a definite "must have" resource for the outdoor recreation professional. This text is available from Venture Publishing for \$39.95 by calling 814.234.4561.

Of course you should all be members of the AORE. Check us out at www.aore.org <<http://www.aore.org/>>. Hopefully this information and these resources might aid you in the delivery of quality outdoor recreation programs on your base. If you need additional information or if I can assist you in any way please feel free to contact me at Clemson University by calling 864.656.2231, or via email at wharwel@clemson.edu.

Reprinted with the permission of Rick Harwell.



Monk Seal/Sailor Encounter, Molokini Crater, Maui, Pearl Harbor LIBERTY program, Dan "Kalalua" Gray photo.

DEPARTMENT OF THE NAVY MORALE, WELFARE, AND RECREATION MASTER PLAN

January 2000

Personal Readiness and Community Support Department Navy Personnel Command

The Assistant Secretary of the Navy first directed a MWR Master Plan in 1996. The third revision was completed in January 2000, and for the first time, Outdoor Recreation was added as a Spotlight Program because active duty sailors consistently report Outdoor Recreation as popular programs. The following is the Navy's vision for Outdoor Recreation. It is a work in progress... Detailed program standards in support of the vision are currently in draft.

FOREWORD

The Department of Navy Morale, Welfare, and Recreation (MWR) Master Plan is designed to organize, and concentrate efforts and resources to improve the Quality of Life (QOL) of Sailors and their families. The scope of the Master Plan, combined with the ever-changing needs of the members of the Navy community, ensures this iteration is part of an ongoing developmental process. This plan is therefore intended to be dynamic and flexible - a living document that will track the status of current objectives, incorporate new goals, show customer satisfaction results, and illustrate funding deltas (e.g., budgeted funds versus funds obligated and funds spent).

The Plan is also intended to meet the MWR QOL program needs of Sailors and their families. The investment, development, and management of QOL for Sailors directly impacts their retention and personal readiness. This plan will:

1. Show how core program standards can be applied to major MWR programs to ensure Sailors and their families have access to the best possible MWR core program package regardless of duty station.
2. Identify and help ensure resources are available to equip and sustain equity in access and availability, and maintain uniform high quality of all MWR programs.

Updates and enhancements on goals and objectives for the Master Plan will be provided on a semi-annual basis or as needed to the following office:

MWR POLICY AND MANAGEMENT ASSISTANCE BRANCH
5720 INTEGRITY DRIVE
MILLINGTON TN 38055-6580
(ATTN PERS 658D MASTER PLAN MANAGER)
COMM (901) 874-6860 or DSN 882-6860

Other programs including Outdoor Recreation contained in this document are:

- Fitness and Sports
- Single Sailor Recreation Program
- Child Development Program
- Youth Development
- Information, Tickets, and Tours

The entire document can be downloaded from the Navy Personnel Command's home page: <http://web.bupers.navy.mil/> *click on the MWR button/link.



OUTDOOR RECREATION PROGRAM MASTER PLAN

OVERVIEW

The objective of the Navy's Outdoor Recreation Program is to introduce Sailors and their families to lifetime outdoor recreation and provide them with opportunities to participate. The associated values and benefits of participating in outdoor-related activities effectively contribute to the Navy's quality of life and retention efforts. Outdoor recreation has long lasting, broad scope effects on other areas of a participant's life. Benefits include increased self-esteem, overall happiness and general well-being. The Outdoor Recreation Program promotes physical fitness, teamwork, leadership, skill development and environmental ethics.

Interest in outdoor recreation activities, especially those "human powered" activities, continue to grow. The results of 1997 and 1999 MWR Customer Survey, conducted by the Navy Personnel Research Studies Technology (NPRST), indicate that active duty Sailors rated many outdoor recreation related activities as their most important programs. Additionally, at the first Navy Teen Summit, teens expressed high interest in participating in outdoor and "extreme" sports. This is consistent with national trends in which a recent survey conducted by the Outdoor Recreation Coalition of America (ORCA) indicated that 94.5 percent of Americans over the age of 16 participate in "human powered" outdoor activities. Excerpts of the 1999 NPRST MWR Survey are at Appendix A. The ORCA study is available at www.orca.org/research (Appendix W).

PROGRAMS.

Examples of human powered outdoor recreation programs may include but are not limited to:

Backpacking	Adventure Travel
Hiking	Orienteering
Camping	Adventure Races
Fishing	Rock Climbing
Canoeing	Rope Courses
Sea Kayaking	Urban Bicycling
White Water Rafting	Mountain Biking
Snowboarding	Surfing
Alpine Skiing	Scuba Diving
Nordic Skiing	In-line Skating
Snowshoeing	

Currently, Navy Outdoor Recreation programs are a mismatch of unfocused energy and ill-defined operations. While there are a few excellent operations, there is no accepted definition, focus, or identity. Neither are there standards for core program elements, performance goals, nor program expectations for staff or customers.

At many Navy locations, Outdoor Recreation is a "catch-all" for rental equipment, such as lawn mowers, chain saws, carpet cleaners, athletic related equipment (softball, badminton, croquet), party, picnic and catering equipment (tables chairs, grills, canopies, Santa suits, etc.). These items fit in a broad-spectrum rental shop, but have nothing to do with Outdoor Recreation. Outdoor Recreation should be an operation that stands on its own, has it's own individual identity and focus like a food and

beverage facility, bowling center, or fitness program.

To address the increasing popularity of outdoor recreation and lack of Headquarters focus, which has resulted in inconsistent service delivery throughout the Navy, in 1998 Navy MWR contracted with Mr. David Webb at Brigham Young University to conduct a baseline assessment of Navy Outdoor Recreation. Mr. Webb and Navy MWR staff members reviewed programs at 16 Navy bases, selected Army, Air Force and Marine Corps bases, as well as the private sector. The system needs can be summarized in the following statement made by Mr. Webb:

"Employing people trained, educated, experienced and having a passion for outdoor education, recreation, adventures and business will do the most to improve and grow outdoor adventure recreation in the Navy. Training, educating, motivating and sharing direction and vision with personnel is critical in developing the people. If you are developing the people, the people will develop the program. After selecting qualified people for employment, training is the next most important factor in program growth and financial viability."

The baseline assessment and a review of commercial offerings indicate the following core elements, applied to human powered outdoor recreation, are essential in providing a high quality, well-rounded program:

Continued on Page 8

OUTDOOR RECREATION PROGRAM MASTER PLAN *Continued*

- (1) Core program activities.
- (2) Employment qualifications and certifications.
- (3) On-going training for managers and front-line staff.
- (4) Facility appearance and organization.
- (5) High quality, specialized equipment for rentals, resale, and programs.
- (6) Risk management policy review.
- (7) Customer service and satisfaction.
- (8) Appropriate funding.

An Outdoor Recreation Program Enhancement Team has been created to launch initiatives for systematic change in these areas identified above. The members include Navy Outdoor Recreation Specialists and Single Sailor Recreation Programmers representing ten geographic regions worldwide. The team's goal is to develop program standards to ensure that patrons are consistently offered quality programs and receive quality gear at all outdoor recreation centers. Standards will be benchmarked with high quality Navy programs, other services, and related private and public sectors. After program standards are developed, funding requirements can be determined to ensure program equity, availability, and accessibility to all Sailors regardless of duty station.

Minimum qualifications set a minimum standard. After meeting the minimums, the goal will be to focus on achieving excellence, not maintaining the minimum standard.

CORE PROGRAMS. The following is a brief review of basic program standards required for a consistent quality outdoor recreation program:

Rentals. Provides patrons an opportunity to participate in individual or group outdoor activities. If patrons have access to high quality, specialized outdoor rental gear, the activity will be more enjoyable, easier to learn, and safer.

Retail Sales. An outdoor equipment retail operation will support the patron who has progressed beyond the novice stage of an outdoor recreation pursuit.

Frequent users and renters will find it is more cost effective and convenient to own equipment rather than rent it. Also, it is more practical to sell some items rather than rent them. Retail sales offer discount sales to Sailors and the revenue helps offset the costs of other elements of the outdoor recreation program.

Repairs. These services are a valuable customer service. Most people do not have the skill, knowledge, time, desire or special tools required to safely repair equipment, especially items such as bicycles, skis, and snowboards. A repair service will also increase revenue.

Education and Skill Instruction. Provides for personal and team development. The objective is to instruct people in appropriate attitudes, ethics, skills, and safety relevant to outdoor recreation activities.

Trips. Encourage participation in outdoor activities. The goal is to lead safe and challenging outings, activities and programs. These activities enhance learning and personal improvement, and help people develop positive physical fitness attitudes and habits.

Competitions. Held for the sake of fun, physical fitness, and the chance to test one's limits in an outdoor environment using outdoor recreation skills.

Information and Resources. Reliable information and advice on all local outdoor activities, areas, instruction, and gear is a service that customers value because of the transient nature of our population. Information is given to educate the customer or offer information needed for self-directed outdoor activities. This includes videotapes, maps, guidebooks, brochures, gear lists, weather, and ski reports, etc.

Employment Qualifications and Certifications

(1) Hiring the right people is the key to any quality program or service. Minimum technical and professional qualification standards including education, training, technical expertise, and experience must be established for outdoor recreation managers, programmers, trip leaders, and front-line staff. Managers and staff should have a passion for the outdoors and be active and involved in outdoor activities. They should be able to identify program and business trends and understand the financial and customer service aspects of the outdoor recreation operation.

(2) Staff must possess the appropriate certifications depending on the activity. For example, the lead instructor/trip leader for a

Continued on Next Page

OUTDOOR RECREATION PROGRAM MASTER PLAN *Continued*

backcountry trip must hold a current Wilderness First Responder Certification. Staff repairing bicycles should be certified as bike mechanics, and ski-binding mechanics need certification from the binding's manufacturer. All staff members, including volunteers, should complete a certified course in first aid and CPR.

(3) Qualifications must apply to permanent, part-time and flexible employees. Temporary Assigned Duty (TAD) personnel assigned to the staff also need to meet minimum knowledge and skill qualifications prior to working for outdoor recreation activities and facilities.

Ongoing Training for Managers and Front-line Staff. Customers expect and deserve all outdoor staff to be up-to-date on outdoor information. Staff should receive appropriate training in the various program elements (e.g., equipment rentals, repairs and resale). Specialized training for rental, repair, retail and adventure trip services should be continuous. Participation in Navy and outdoor-related conferences, courses, workshops, trade shows and training clinics is encouraged. Training is critical to maintain relevant staff certifications. In-house training programs should be implemented to include customer service, standard operating procedures, health, and safety, cash control, marketing, and other aspects of the operation.

Facility Management and Organization. Facilities should be attractive, clean, uncluttered, and well maintained. Space should be available to support all core program activities. The outdoor center should not become the storage compound for the MWR department or base. Seasonal items should be well displayed and like items grouped together.

High Quality Specialized Equipment for Rental, Resale, and Programs. Good, reliable gear is vital for a successful outdoor recreation program. When purchasing equipment, quantity must be balanced with quality. Before purchasing equipment, a needs-assessment should be conducted. Rental shops need equipment that the customer would like to be "seen with." Name brands and image are important and attractive to all users. The age and condition of the gear add to its appeal. A user has greater confidence in the latest technology. Being seen with the latest and greatest equipment increases their self-image and self-assurance. Rental equipment should be easy to use and easy to maintain. Typically, in the long-term, buying high quality equipment is more

cost effective.

Risk Management Policy Review

(1) Participants willingly take part in outdoor recreation activities in which the risk of serious injuries or death may be greater than in the normal course of life or other recreational pursuits. Consequently, all outdoor staff members have a special responsibility to ensure that reasonably adequate and continuous precaution is taken to prevent accidents. A negative approach would be to restrict activities until they are believed to be safe. However, the extraordinary rewards produced by a genuine challenge of the body and mind is what makes this program so increasingly popular. The idea is not to avoid activities involving risk, but, rather, prepare the participants with quality gear and training to competently deal with the challenge and its risk. The aim is to inform that the more adventurous the undertaking, more knowledge and skill is needed, and a higher standard of care and ability is to be applied. Hazards are not sought out for their own sake. All outdoor users should strive to learn their limitations, acknowledge the risk, and accept responsibility for their actions and consequences, if any.

(2) Using this general philosophy, Navy MWR continues to review current risk management policy to protect the safety of participants, and minimize liability to staff and the government without being overly restrictive in prohibiting the types of programs offered.

Customer Service and Satisfaction

(1) Findings in MACRO International Inc., 1998 MWR Program Survey warn that none of the MWR services are currently delivering high-quality customer service. In a commercial setting, these results would be cause for serious concern. Generally, the survey concluded that patrons would use MWR services only if they have no choice. Further, patrons who are not loyal will use the MWR service if it is substantially less expensive, if they cannot obtain a similar service off-base, or if other conditions result in a captive situation. If these conditions shift, then there will be significant erosion in patronage of these services.

(2) All outdoor recreation programs should follow these MACRO Survey recommendations:

(a) Establish a customer-driven organizational culture.

(b) Improve products and service performance.

Continued on Page 10

OUTDOOR RECREATION PROGRAM MASTER PLAN *Continued*

(c) Train and develop employees as service ambassadors.

(d) Make quality service matter. Use employee rewards and reinforcements.

(e) Ask the customers: use measurement and feedback.

(f) Capitalize on your brand: communicate and market.

METRICS

The level of appropriated funding authorized for the Navy Outdoor Recreation Program as a Category B MWR activity is 65 percent. The resale portion of this Program is a Category C activity and is only authorized indirect APF support. User fees are expected to offset the majority of costs for specialized instruction, trips, equipment rentals, and repairs. Once standards and metrics are identified, funding requirements can be documented. Additionally, as part of the new MWR Management Information System, new NAF accounting guidance to reflect new program definitions will be implemented.

The Outdoor Recreation Program Enhancement Team is also tasked to develop metrics to measure program success and justify funding requirements. Such metrics will include customer satisfaction, changes in customer participation, increases in program revenue, and others. Draft program standards and metrics will be available for field review in early third quarter FY00.

GOALS

a. Factors that affect the types of outdoor programs offered include the base or regional demographics, professional and technical expertise of the outdoor recreation staff, installation and program culture and traditions, the geographic environment, and available funding. A good outdoor recreation program includes rentals, retail sales, repairs, instruction, and trips applied to "human powered" outdoor recreation.

b. Every base has unique assets and requirements so their outdoor recreation program delivery will vary, but a common identity is critical to ensure

Navy wide consistency. Grouping like interests into the following facility and program options will reduce confusion, help direct the focus and convey the purpose of each base's outdoor recreation program. To keep outdoor recreation well-defined, the following options are provided.

Option One: Rental Centers. Rental shops carry a variety of equipment unrelated to outdoor recreation but may also include outdoor gear. Examples include trailers, boats, dunk tanks, home and garden tools, camping gear, athletic equipment, party items, catering items, U-Hauls, etc. Anything can be in the rental inventory that is appropriate, and within policies or local agreements between NEX and MWR. Instruction, repairs, and sales related to the equipment are appropriate. The name, image and theme will be consistent with what is offered. Rental Centers should be considered rental shops, not outdoor recreation.

Option Two: Outdoor Recreation Centers. The focus of these operations is typically human powered and specific to outdoor recreation activities. The program includes outdoor gear rentals, sales, repairs, trips, classes, and a resource and information center. The activities offered preferably take place in a natural, front-country, backcountry, or wilderness environment. The name of the operation may reflect anything related to human powered outdoor pursuits. The name, image, and theme should be consistent with what is offered. (The focus of Navy MWR's Outdoor Recreation Program Master Plan, accompanying standards, and metrics will be on this program delivery option.)

Option Three: Outdoor Recreation Program and Other Rentals. Combinations of the Rental Center and the Outdoor Center, with the stipulation they must each have their own identity and area. Not unlike a shopping mall, the Outdoor Recreation Program and Rental Center items are physically and visually separated into their own unique areas of the facility. They are marketed separately and have trained and specialized employees for each area. The name, image, and theme are consistent with what is offered. A typical example is an operation that rents camping trailers, motor boats, and other rentals, but also offers outdoor programs, trips, and classes. The trailers and motor boats can easily be visually and physically separated since they are usually stored outdoors, and other, non-outdoor recreation rentals can be separated as well.

Continued on Next Page

OUTDOOR RECREATION PROGRAM MASTER PLAN *Continued*

SUMMARY

Many initiatives are now underway. Several training programs specific to various aspects to outdoor recreation are ongoing. A professionally staffed regional "Outdoor Activity Center" has been funded at Hampton Roads to implement the various aspects of the Navy's vision for outdoor recreation. While in the early implementation stages, it is already hugely popular.

We have an exciting opportunity to develop and expand outdoor lifestyle services to our Sailors and their families. General and systemic changes in the definition and focus of outdoor recreation programs are the basis upon which all changes, improvements and long-term growth are founded. Once standards and metrics are developed and requirements are documented, systemic changes can result in significant improvement at each location.



LIFE ON THE EDGE

Karl Taro Greenfeld, Time, September 6, 1999

I found this in Time magazine. The article describes why people take risks. If you think taking risks is crazy or stupid, get a copy of the Sept. 6, 99 issue and read *Life on the Edge*. *Life on the Edge* will help you understand why risk taking is a necessary aspect of life and in fact, gives positive results for the risk taker and society. Below are some excerpts that I thought were particularly noteworthy. *Ed Dunning*

The rising popularity of extreme sports bespeaks an eagerness on the part of millions of Americans to participate in activities closer to the metaphorical edge, where danger, skill and fear combine to give weekend warriors and professional athletes alike a sense of pushing out personal boundaries.

According to American Sports Data Inc., a consulting firm, participation in so-called extreme sports is way up. Snowboarding has grown 113% in five years and now boasts nearly 5.5 million participants. Mountain biking, skateboarding, scuba diving, you name the adventure sport--the growth curves reveal a nation that loves to play with danger. Contrast that with activities like baseball, touch football and aerobics, all of which have in steady decline throughout the '90s.

The pursuits that are becoming more popular have one thing in common: the perception that they are somehow more challenging than a game of touch football. "Every human being with two legs, two arms is going to wonder how fast, how strong, how enduring he or she is," says Eric Perlman, a mountaineer and filmmaker specializing in extreme sports. "We are designed to experiment or die."

Reprinted with the permission of Time magazine.



REVISED POLICY ON BACKCOUNTRY TRAVEL, ROCK CLIMBING, AND MOUNTAINEERING ACTIVITIES

PERS-659 Outdoor Recreation and PERS-658 Policy contained in Reference letter 1710 PERS-659, 18 JAN 2000

1. Until now, Navy MWR's involvement in backcountry travel, rock climbing, and mountaineering activities has been restricted to the simplest activities requiring no technical skills by the participating patrons. Rock climbing and mountaineering are becoming increasingly appealing to our patrons and interest in outdoor recreation programs is greater than ever.

2. This revised policy expands the Navy's MWR rock climbing and mountaineering program to meet our patrons' interests, secure instructor and guide certification for applicable employees at participating MWR activities. Our goal is to provide our patrons with more challenging, albeit safe, rock climbing and mountaineering instruction and guided hikes and climbs.

3. Navy MWR, using the North American Yosemite Decimal System (YDS) (see YDS Table on page 4), allows Class 1, 2, and 3 climbs/hikes, and specifically prohibits Class 4, 5, and 6. The YDS accounts for hazards encountered (except snow and ice) and general skill level needed to allow a reasonable safe margin. The first number in the YDS designates the "class" of the climb. Class 5 climbs are rated from 5.0 to 5.14, ascending in difficulty. Letter grades are assigned to any climbing of 5.10 or above (a, b, c, d) also ascending in difficulty, to further define the difficulty of a climb.

4. There is presently no standard universal rating system by which the difficulty of all climbs is measured. Even if everybody everywhere used the same rating and grading system, the subjective nature of route ratings would still result in frequent disputes as to a particular rating's accuracy. All ratings are subjective and should be interpreted with caution. It is also important to note that mountain weather can turn even the easiest of walking routes into serious and difficult climbs.

5. As with most outdoor recreational activities, there are inherent risks associated with rock climbing and mountaineering that could result in serious injury or death to participating patrons. Consequently, there is much that must be accomplished by activities to minimize the risk to patrons and limit liability to Navy MWR.

6. IN ORDER TO OFFER ROCK CLIMBING, MWR OUTDOOR RECREATION PROGRAMS MUST MEET THE FOLLOWING CONDITIONS:

- a. Have a qualified and well-trained lead instructor present at all times during classes or trips.
- b. The lead instructor must have appropriate training for the specific activity be taught or led. An example would be an instructor who satisfactorily completes an American Mountain Guides' Association (AMGA) Top Rope Instructor Course. This does not qualify the individual to teach lead climbing, but it does qualify the individual to teach a top rope class, as instructed by the AMGA.
- c. Class 4 climbs are prohibited.
- d. Lead instructor must obtain their training/qualifications from one or more of the following national or international organizations:
 - (1) American Mountain Guides Association (AMGA)
 - (2) Association of Canadian Mountain Guides (ACMG)
 - (3) International Federation of Mountain Guides Association (IFMGA)
 - (4) Swiss Mountain Guides Association (SMGA)

Continued on Next Page

REVISED POLICY *Continued*

e. The lead instructor/guide is required to hold a current Wilderness First Responder (80-hours) or Wilderness Emergency Medical Technician Certification (180-hours), and CPR certification when teaching or guiding in remote locations, or when two hours or more from the attention of definitive medical care. Certification may be obtained through one of the following organizations:

(1) Wilderness Medical Associates (WMA)

(2) Stonehearth Open Learning Opportunities, Inc. (SOLO)

(3) Wilderness Medicine Institute, Inc. (WMI)

(4) The program will operate according to the standards and protocol of the lead instructor/guide's affiliated certifying organization or association, e.g., AMGA, ACMG, IFMGA, SMGA, WIMA, SOLO, or WMI.

f. The program will acquire the necessary land use and special operating permits whenever required.

g. Program ropes, harnesses, and hardware cannot be rented out. Some gear is appropriate to rent, i.e., helmets, climbing shoes or boots, ice axes, and crampons. Written instructions on the proper fit and use of each piece of equipment must be made available to the renter and adhered to by employees and patrons.

h. The program will have a rock climbing guidebook and Standard Operating Procedures (SOP) in place. The manual and its policies will not conflict with the program's specific certifying organizations and associations listed above. The manual, at a minimum, will contain the following:

(1) Description of program offered.

(2) Procedures that are not instructional, i.e., Hold Harmless Agreements (HHAs), communication guidelines, transportation to and from the activity site, and student pre-trip information.

(3) Safety standards and general procedures for all levels of instruction offered.

(4) Emergency measures in the event of an accident involving injury or death, or missing/late to return climbing parties.

(5) Specific material content and instructor's lesson format for any/all levels of instruction offered.

(6) Outline of specific technical and related skills required for instructors/guides.

i. The Outdoor Program offering the activity will have their HHA and Emergency/Accident Procedure Plan reviewed and in place before any MWR sponsored rock climbing and mountaineering activities take place. The forms and plans will be detailed in the activity's Rock Climbing Manual.

j. PERS-659 will provide MWR Outdoor Recreation Programs with a generic Rock Climbing Manual under separate cover. Each program may modify the manual to fit their program or environment and include their specific forms and procedures. No modifications will be allowed that conflict with the program's specific certifying organizations and associations or BUPERS policy.



SUGGESTED GUIDELINES FOR PADDLE BOAT RENTAL OPERATIONS

TAPS SAFETY GUIDELINES

The Trade Association of Paddlesports

These guidelines are intended for educational purposes only. They are not intended as a basis for evidence of legal responsibility or negligence in any legal action. TAPS's suggested guidelines are for commercial tours, rentals, and lessons and it is recognized that each area and each situation calls for different responses and implies no limitations on solutions the operator may choose.

This document is intended as a guide for outfitters renting sea kayaks to the general public. It is recognized that each rental operation is different and that the requirements for renting a sit-on ocean kayak for day trips in tropical waters will be different from renting expedition boats in Alaska. Accordingly, they are presented not as hard and fast rules but as suggestions for the safe management of a kayak rental business.

It is further anticipated that kayaks will usually be rented in much the same manner as skis or canoes (without proof of prior experience or skill) rather than in the manner of renting an automobile or airplane where proof of competence (a license) is required. It is, however, suggested that screening of customers take place and that the following procedures be followed:

1. Be reasonably sure that the renters understand the nature of their intended trip. Staff handling rentals should be sufficiently experienced with kayaks, the sea, equipment, and people to make these judgments and respond accordingly. Some questions to help clarify the position for first time paddlers are:

- Where are they going? Do they show an understanding of the proposed areas (i.e., outside exposed shores vs. the protected inside waterways)?
- Do they have sufficient experience for the type of trip planned?
- Are they paddling with more experienced companions?
- Have they taken lessons?
- Do they have canoe or white water kayaking or sailing experience?

- Have they filed a detailed paddle plan with a responsible party?

2. Require the customer provide:

- A clear signed acceptance of responsibility for everything, including the completeness and soundness of gear being rented. (Note: This will not exempt the outfitter from charges of negligence should equipment be found to be faulty, but it helps establish safe attitudes for the renter.)

3. The Outfitter should provide:

- A sound kayak and equipment that meets all coast guard requirements, with suitable stability and one appropriate for the type of trip to be undertaken. Actual C.G. requirements should be checked in each area, as different parts of the Continent have different requirements.

Outfitting of kayak:

✓ Discretion must be used to decide what equipment to provide. To be offered:

- ✓ An appropriate, easily escapable spray skirt
- ✓ A self rescue device
- ✓ Paddle float
- ✓ Sea sock
- ✓ Spare paddle
- ✓ Pump and/or bailing device
- ✓ Appropriate signaling devices for the trip (flares, etc.)

- First time renters may be encouraged to:
 - ✓ Take a course in sea kayaking
 - ✓ Watch an instructional and self rescue video
 - ✓ Read the TAPS "Before You Go" brochure (or equivalent) provided
 - ✓ Wear a wetsuit or other appropriate protective garment
 - ✓ Practice release of spray skirts
 - ✓ All renters will be encouraged to exercise sound judgment, seamanship and self-responsibility.

Continued on Next Page

SUGGESTED GUIDELINES FOR PADDLE BOAT RENTAL OPERATIONS *Continued*

4. Rentals should be refused to people who are:
- Underage and unaccompanied
 - Intoxicated or otherwise impaired
 - Unruly or overtly irresponsible
 - Show signs of obviously bad judgment (Some people simply "feel unsafe." Such people should be counseled to take a kayaking course or paddle with competent friends.)

TAPS is the professional trade association supporting the paddling industry in North America. For more information on sea kayaking go to www.gopaddle.org.

Reprinted with the permission of The Trade Association of Paddlesports.



Group Kayaking, Chinaman's Hat, Oahu, Pearl Harbor LIBERTY program, Dan "Kalalua" Gray photo.

AMERICA OUTDOORS TEAMS-UP WITH AMERICAN RIVERS FOR NATIONAL RIVER CLEANUP WEEK

From The Outdoor Network

In an ongoing effort to cleanup blighted areas and help communities focus attention on neglected waterways, America Outdoors announced today that American Rivers has agreed to co-coordinate National River Cleanup Week, June 3-10, 2000. American Rivers will promote participation of National River Cleanup Week (NRCW) to its members, as well as aid in obtaining sponsorship for the annual event.

"National River Cleanup Week is a great way for individuals to make a difference on their local river," said Rebecca Wodder, president of American Rivers. "We're delighted to be involved in this year's effort."

Each year, NRCW encourages cleanups of local waterways, and promotes the importance of keeping rivers and streams clean. Last year, more than 30,000 paddlesports enthusiasts representing civic clubs, businesses, fishing groups, commercial outfitters and conservation groups joined together across the country to organize and execute cleanups of selected streams.

Through America Outdoors' efforts, NRCW assists local groups with information on how to conduct a successful river cleanup, how to promote their event, and provides safety tips. Groups that register their cleanups with America Outdoors may receive free National River Cleanup trash bags for cleanups occurring during the week of June 3 – 10, 2000. America Outdoors also provides educational materials and a video on How to Conduct and Organize a River Cleanup.

For more information, contact the America Outdoors at 865-558-3595, or by-mail at: amoutdoors@aol.com, register online at www.americaoutdoors.org.

Contact The Outdoor Network at www.outdoornetwork.com, info@outdoornetwork.com, and 303.444.7117.

Reprinted with the permission of The Outdoor Network and America Outdoors.

OUTDOOR RETAILER WINTER MARKET & EFFECTIVE BUYING -- TRAINING REPORT

Ed Dunning

This training was for Navy outdoor administrators and staff who are involved in purchasing the proper gear for outdoor programs and rentals. Included in the training was a \$12,000 allowance from PERS-659 for each attendee, to purchase outdoor rental and program gear at the show. The training focused on buying at trade-shows, how to make buying decisions, and purchasing quality gear at the best possible price.

Our group of fourteen, who were selected by application, received the training in Salt Lake City, January 26 – February 2. The first, day Muggs Monahan from the Outdoor Recreation Center, NAS Whidbey Island, gave a pertinent and well received presentation on *Considerations For Starting A Resale Operation*. The second day was spent with David Webb, Manager, Recreation Services, and Jared Carlow, Coordinator, Recreation Services at Brigham Young University.

Webb gave a session on *Effective Equipment Buying Techniques (How I saved \$47,000 in a Week by Spending \$600)*. Webb's vital information on techniques, purchasing methods, and pricing prepared the group to work The Winter Market. Carlow gave essential insight into the rental, repair, and retail operations of Outdoors Unlimited. Later in the day we toured the University of Utah's Outdoor Recreation Program. One lesson learned at UU was you can have one of the oldest and least desirable building's on campus, but with good staff, you can have a very successful outdoor program.

The following days were spent at the Outdoor Retailer Winter Market, which included one day when we tested ("demoed") gear such as snowboards, snowshoes, cross-country skis, boots and even goggles and sunglasses. This gave us the ability to make hands-on side-by-side comparisons similar gear. Those who weren't experienced in winter sports served as our beginner test subjects; they gave input as to what best suited their purposes as novices. The indoor pavilion show blew everyone away, the amount of gear and selection of gear was overwhelming. After the initial shock, the trainees put into practice what they learned. They evaluated gear, compared quality and prices, made buying decisions, and wrote Purchase Order Requests.

Rental and program gear was purchased for the following activities:

- Skiing, snowboarding and snowshoeing
- Sea kayaking and canoeing
- Backpacking and camping
- Rock climbing

The attendees were excited, energetic, and worked hard. I am positive everyone gained the knowledge to immensely improve their purchasing and gear buying techniques at this training.

To get an idea of how one base spent their money see **OUTDOOR RETAILER EXPENDITURES** on page 19.

For more information on the Winter Market and what you missed, go to Outdoor Retailer, the daily exposure link, at www.outdoorbiz.com

"It was a very enlightening and educational experience."

Arnie Ronis, NTC Great Lakes

"The most useful? The entire evolution; BYU, networking, dealer exposure and the seminars."

Michael Reinert, NAVSUBASE New London

"This type of group purchase could be better researched and organized."

Evaluation sheet comment. Well, hey, all comments can't or shouldn't be positive! The statement is right on, and the point is well taken. To my knowledge this was the first military outdoor recreation training of it's kind, our next training of this type will be improved next time.

Continued on Next Page

OUTDOOR RETAILER WINTER MARKET *Continued*

"This has been an amazing training. Our rental program will benefit many times over because of our opportunities to test so many products side by side, to discuss products with vendors, to make the money-saving deals, and to network with our counterparts."

Evaluation sheet comment.

"It was a great move by NPC to support this."

Evaluation sheet comment.

"I realized the potential of the retailer market. Having the opportunity to speak face to face with company representatives, owners, and sometimes even designers of the product, proved to be an invaluable experience. Relationships were able to be set up which will in the future enable equipment to be purchased in a more efficient and inexpensive fashion."

David Griffin, FCTCLANT Dam Neck

"By attending this show we were all able to get information, price lists, catalogs, etc. that would normally not be obtainable. These are the things that enable us to see "out of the box" and ultimately improve the quality of our programs and enhance the quality of life for our sailors and their family members."

David Wagner Jr., Sasebo, Japan



MIKE HATTRUP

*Wintersport Business,
February 2000 interview.*

The people who are successful in this business realize we're selling fun.

Passion is what drives this whole thing. It's what drives innovation, too.

We're not selling anything anybody needs.

And if we're not having fun, we're going to have a tough time convincing other people to try skiing.

Reprinted with the permission of Wintersport Business.



Photo right. Are these guys having fun? Danny Gray, NAVSTA Hawaii and Richard Hahn WPNSTA Charleston hard at work testing next seasons ski gear at Park City UT. Bill Moore photo.

SEA KAYAKING TRAINING GRANTS

March 2000

Before you can begin to know what paddlers know and experience what paddlers see, smell, and feel, you need to know yourself.

1999 Beginner's Guide to Canoeing and Kayaking, The Editors

Many Navy bases are located near prime sea kayaking locations. Most of these areas can offer unique and exotic sea kayaking experiences that our customers will never forget. Opportunity is right at our doorstep, right under our noses, waiting.

The training grant is in place to address the wide variety of operational differences. These occur naturally because of variables such as location, environmental conditions, adjacent and/or accessible civilian recreation opportunities, and the particular mission of each individual base.

The primary advantages of regional or local training:

- a) MWR fund savings in travel and per diem expense.
- b) Navy wide we will be able to train more people for the money.
- c) Staff will be trained in their geographical environment and acquire specific knowledge that pertains to their environment.
- d) Regional training will facilitate and enhance teamwork, networking, and leadership within the region.
- e) The sea kayak instructor may be interested in becoming a NAF employee. An ACA instructor, as an employee, would further enable local and regional staff training.

The five-day training will focus on teaching and leading sea kayaking trips. This training is specific to outdoor staff who are leaders, guides, and instructors in outdoor pursuits.

Employees who check out, check in, and maintain sea kayak rentals will be provided with a minimum of 14 hours of sea kayak training to include one day on the water.

Training Goals:

- To build and promote a sea kayaking program Navy wide.
- Educate rental staff, trip leaders, and guides to better serve their customers.
- Learn sea kayaking skills such as:
 - Rescue of self and others.
 - Environmental hazards.
 - Gear familiarization; what is needed, how to use it, and how it works.
 - Trip preparation.
- Improve Leadership and teaching skills.

Progressive training grants will be offered for certification as needed; for example American Canoe Association's (ACA) Sea Kayaking Introduction to Coastal Paddling, Flatwater Paddling, Open Water, IDW, and ICE.

Priority will be given to those conducting regional training and have *in-house* sea kayak trips, instruction or rentals. Also considered will be those who have demonstrated their commitment to improving outdoor programs in the past and want to start a sea kayaking program.

The goal is to have an ACA Instructor Trainer in every region to train, advise and keep the OR programs up to date on new methods and developments when needed. This will save money and enable us to control and develop our programs as we see fit.

For more information contact Ed Dunning at (901) 874-6694 or DSN 882-6694.

PADDLING TRENDS AND PREDICTIONS

The Professional Paddlesports Association from Paddlesports, Meetings Review, June 1999

When outfitters looked ahead five years they made the following predictions:

- There will be a continued increase in rafts and touring kayaks on Class I and flatwater streams.
- Increased pressures to develop lands along our waterways.
- Continued growth of paddlesports.
- More ties to other outdoor recreational activities like mountain biking, hiking, caving, rock climbing, etc.
- Assumption of Risk legislation in key paddlesports states.
- Overcrowding and "loving to death" of some popular areas.
- Successful companies buying up smaller companies.
- Continued pressure for increased regulation, user fees, accountability through licensing of guides and businesses.
- The need for boat houses to store private boaters equipment particularly along coastal areas.
- Major growth in all forms of paddle sports along coastal areas.
- Greater variety of human powered watercraft options will continue to broaden paddlesports markets.
- Clashes between and among various user groups will intensify.
- Access issues resolved nationally.

Reprinted with the permission of The Professional Paddlesports Association (606) 472-2205 or www.propaddle.com.



OUTDOOR RETAILER EXPENDITURES

David Griffin, Outdoor Recreation Specialist, FCTCLANT Dam Neck

An important point to remember is that most of these companies do not have government pricing. Going to these shows is one of the few ways we are able to get these great savings and establish contacts and relationships in the outdoor business.

The figures clearly show how much money can be saved by buying from the right company at the right time. Yes you can find ski gloves that cost a lot less, but quality, name brands, and image are important and attractive to our customers. All of the above items are name brand, outdoor specialty products not found in the NEX or discount stores. All of it is good, reliable gear, which is vital for any successful outdoor recreation program. This was money well spent. Ed Dunning

Company Type	Quantity	Show Price	Retail Price	Total Show Price	Total Retail	Money Saved
Water Sports						
Crew Gloves	15	\$6.50	\$15	\$97.50	\$225	\$127.50
Paddle Jacket	15	16.35	30	245.25	450	204.75
Paddle Pant	15	14.15	26	212.25	390	177.75
Bikes						
Mountain Bike	14	450	950	6,300	13,000	7,000
Outdoor Clothing						
Vest	9	35	65	315	585	270
Ski Pant	14	100	175	1,400	2,450	1,050
Ski Jacket	15	80	145	1,200	2,175	975
Rain Parka	15	37.50	85	562.50	1,275	712.50
Rain Pant	15	22.50	65	337.50	975	637.50
Ski Glove	10	25	50	250	500	250
Ski Hat	10	9	25	90	250	160
Knit Beanie	15	10	25	150	375	225
Fleece Headband	12	5.50	10	66	120	54
Wrist Protector	15	10	25	150	375	225
Climbing Shoes						
Rock Shoe	10	62.10	120	621	1,200	579
		Spent		Value	Savings!	
TOTAL		\$11,997		\$24,645	\$12,648	

SGMA REPORTS OUTDOOR PRODUCTS MARKET ON THE UPSWING

March 22, 2000

From The Outdoor Network

According to the Sporting Goods Manufacturers Association (SGMA), the outdoor products market has found renewed growth by successfully supplying both high-tech products to real outdoor enthusiasts and by capturing the fancy of the suburban crowd trying to look and act "authentically." According to SGMA, trends are favorable with recent participation studies indicating an increased interest in several outdoor activities.

In 1999, the market for outdoor recreation products increased, with manufacturers' sales (at wholesale) of camping, hiking, backpacking and other outdoor equipment and accessories products totaling \$1.765 billion — a 9% increase over 1998. Strong sales of day packs, tents and lanterns helped boost the market. Manufacturers have introduced new styles and colors that appeal to the more casual outdoor participant. Millennium fever and the Y2K scare surely boosted sales of lanterns, stoves, and coolers/refrigeration devices.

According to the American Sports Data Superstudy of sports participation, 21.6 million Americans, six years of age and older, took to the outdoors at least 15 days (or more) in 1998 for at least one of 12 activities, such as camping, hiking, trail running, mountain/rock climbing, etc. Tent camping registered a 3.6% increase in 1998 based on one day or more of activity, and has risen by 21% since 1987. RV camping participation increased by 12.6% in 1998, perhaps reflecting the continued interest in relating to

nature epitomized by the surge in SUV sales across America.

With the increase in the "empty nesters," as the "boomers" children head to college in the coming years, and an uptrend in adventure travel, the outdoor industry has a real opportunity for strong growth. Comfortable, more luxurious SUVs and improved tents and sleeping bags are a natural match and should appeal to boomers. The healthy economy somewhat insulates the industry from consumer resistance or rising product prices and the cost of fuel for travel.

Trends toward staged outdoor entertainment events, such as music concerts/festivals and sports events, both traditional and extreme, will also contribute to growth. On the negative side, federal government spending cuts for the national parks system reduces the accessibility of outdoor enthusiasts to venues and resources that encourage more outdoor recreation.

Overall, the outlook for 2000 is very good, provided there are not extenuating circumstances, such as bad weather or a fuel crisis. Manufacturers' sales (at wholesale) may rise in the 8-10% range.

Contact The Outdoor Network at www.outdoornetwork.com, info@outdoornetwork.com, and 303.444.7117.

Reprinted with the permission of The Outdoor Network



Kayaking, Polihale, Kauai, Pearl Harbor LIBERTY program, Dan "Kalalua" Gray photo